



اَوْبُوْ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

KAMPUS PUNCAK PERDANA, SHAH ALAM

BACHELOR OF INFORMATION MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

LECTURER'S NAME:

SIR MUHAMMAD HAFIZI ZAMRI

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t first and foremost, I really felt grateful because I can manage and complete this individual assignment of social media portfolio successfully in time. This task is assigned to me as one of the requirements for my subject Principle of Entrepreneurship (ENT530) for this semester. I would like to give a big appreciation and thank to my lecturer Sir Muhammad Hafizi Zamri for guide me and give direction to complete this task.

Thank to my lecturer again for giving me ideas, give advice and encouragement throughout develop this individual project. Thank to my father, partner and friends for those give me some ideas and motivation during to compete this task, with their guidance, I can improve and gained some knowledge by do this project to my future career, In Shaa Allah.

Last but not least, I hope this project business portfolio will help other students and researcher to learn and gain more knowledge about this article for their assignment purpose.

EXECUTIVE SUMMARY

The Lab Box was well-known on October 2020 and our product trademark is "Your happiness is our priority" which means we are expert planner give our customer the best service. Besides, "The Lab Box" does indicate to the name of the surprise box which is inspired by the purpose for doing a laboratory experiment under highly controlled. We're choosing The Lab Box as our new product. That makes the product look different from others because customers cannot choose the color because it's a surprise and it's no fun to know what's inside. We will experiment which is decide the best combo for customer's box.

The Lab Box is also known as surprise box. But I make two box full of convenient stuff inside in order to make it more amazing. The combination of this two will make everyone obsess especially our target audience. For example, young people age 18-24 female. Our objective is to ensure customers are satisfied with our surprise box. Some people are too busy to prepare it for themselves or for their loved ones because it take times and efforts. People nowadays prefer instant compare to home-made. As a result, The Lab Box is ready to serve our customers.

Since our first day of launch, our product was sold more than 20 boxes every week. We are looking forward for another methods to growing our business not only by using a Facebook page to reach more customers.

TABLE OF CONTENTS

NO	TOPIC	PAGE
1	Executive Summary	3
2	Go-Ecommerce registration (Print screen)	5
3	Introduction of business <ul style="list-style-type: none">○ Name and address of business○ Organizational chart○ Mission / vision○ Descriptions of products / services○ Price list	6-10
4	Facebook (FB) <ul style="list-style-type: none">○ Creating Facebook (FB) page○ Costuming URL Facebook (FB) page○ Facebook (FB) post – Teaser○ Facebook (FB) post – Copywriting (Hard sell)○ Facebook (FB) post – Copywriting (Soft sell)○ Graphics	11-33
5	Conclusion	34
6	Appendix	35

2.0 GO-ECOMMERCE REGISTRATION

The screenshot shows the 'Go-eCommerce' user profile page. The user is SITI ZAIYANNA ATASHA BINTI DZINAL ABDIN. The page is divided into 'PERSONAL PROFILE' and 'BUSINESS PROFILE' tabs. The 'PERSONAL PROFILE' tab is active, displaying personal information and institution details.

Personal Information

Name	: Siti Zaiyanna Atasha binti Dzinal Abidin	Phone/Mobile	: 0129512448	Edit
New Identity Card No.	: 990829035966	Home Address	: Blok m-1-2 Berek Polis Alor Akar	
Email Address	: Zaiyannaatashazainal@gmail.com	District	: Kuantan	
City	: Kuantan	Postcode	: 25250	
State	: Pahang	Personal Instagram	: Zaiyannazainal	
Personal Facebook	: Zaiyannazainal	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Perdana - IM2463ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
District of Institution	: Petaling	Postcode	: 40150
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: IM2463ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT
Subject Name	: ENT530		
Month Enrolling the Subject	: 10	Year Enrolling the subject	: 2020
Internship Enrollment	: No	Lecturer Name	: muhammad hafizi zamri
Month of Internship Enrollment		Year Of Internship	

[Edit](#) [Delete](#)

>Hello there! My name is Abang Ir and I'm here to assist you.

The screenshot shows the 'Go-eCommerce' user profile page, focusing on the institution information, certificates, and completed online training sections.

UITM Puncak Perdana - IM2463ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
District of Institution	: Petaling	Postcode	: 40150
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: IM2463ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT
Subject Name	: ENT530		
Month Enrolling the Subject	: 10	Year Enrolling the subject	: 2020
Internship Enrollment	: No	Lecturer Name	: muhammad hafizi zamri
Month of Internship Enrollment		Year Of Internship	
Expected Year To Complete Study	: 2023	Period of Internship Training	
Related To Study Field	: Yes	Expected Month To Complete Study	: 1

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- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

>Hello there! My name is Abang Ir and I'm here to assist you.